

CONTRACT



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 498598 /		<u>Alt Order #</u> 06368348
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/29/12 - 11/05/12		<u>Estimate #</u> 1123
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 4	KVVU	11/02/12	11/02/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	-----F----	:30		\$350.00	NM		
		See MG 51.2,51.3,51.4										
E 14	KVVU	10/29/12	11/05/12	The Dr.Oz Show	4-5p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	M-----	:30		\$350.00	NM		
		See MG 14.3										
	3	KVVU	10/29/12-10/29/12	Dr Oz	3-4p	M-----	:30		\$350.00	NM		
		Ⓜ MG for 14.1 10/29										
Week:		11/05/12	11/11/12	1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	11/05/12-11/11/12	The Dr.Oz Show	4-5p	M-----	:30		\$350.00	NM		
		See MG 51.2,51.3,51.4										
E 32	KVVU	11/01/12	11/01/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	----Th-----	:30		\$350.00	NM		
		See MG 51.2,51.3,51.4										
E 41	KVVU	10/30/12	10/30/12	The Dr.Oz Show	4-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	-Tu-----	:30		\$350.00	NM		
		See MG 51.2,51.3,51.4										
N 51	KVVU	10/31/12	10/31/12	The Dr.Oz Show	4-5p		:30			NM	3	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--1----				1	\$350.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
498598 /	06368348

Contract Dates	Product	Estimate #
10/29/12 - 11/05/12	CROSSROADS GPS	1123

Advertiser	Original Date / Revision
ISS/Cross Roads GPS	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	The Dr.Oz Show	4-5p	---W-----	:30		\$350.00	NM		
			See MG 51.2, 51.3, 51.4									
	2	KVVU	11/02/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----F----	:30		\$700.00	NM		
	Ⓜ		MG for 14.2, 41.1, 4.1, 32.1, 51.1									
	3	KVVU	11/02/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----F----	:30		\$700.00	NM		
	Ⓜ		MG for 14.2, 41.1, 4.1, 32.1, 51.1									
	4	KVVU	11/04/12-11/04/12	Criminal Minds	Sun 11p-12am	-----Su	:30		\$350.00	NM		
	Ⓜ		See MG 51.5									
	5	KVVU	11/04/12-11/04/12	CSI: Miami	Sun 12-1am	-----Su	:30		\$350.00	NM		
	Ⓜ		MG for 51.4 11/04									
Totals											65	\$46,220.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	65	\$46,220.00	\$39,287.00
Totals	65	\$46,220.00	\$39,287.00

Signature: _____ Date: _____

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REP HEADLINE# 6368348 TRF# 498598 REP: TEL# 610-293-4100 FAX# 610-225-1191
 \$\$\$ MOD# 5: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 11.37
 CHANGES ** KVVU-TV ***

ADV # _____ ADV. NAME ISS/CROSSROADS GPS REP. # _____ OFF. # 762 SALESMAN # _____
 AGY # _____ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555
 ALEXANDRIA, VA 22314
 SALES PRSN PH- TERESA DIFURIA

ORDER # _____ CONTRACT # 6368348 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSROADS GPS EST#1123 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT29/12 NOV5/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV2/12 11.37

REP: OK'D M8 SEE LINE 71
 TOTAL SAME
 PLS CNF THANKS
 NIKKI

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
70	S		1100P-1200M	30		\$350.00	11/4	11/4	0		SUN	0

AGENCY ADVERTISER CODE = 12 AGENCY EST# = 1123
 AGENCY PRODUCT CODE = 11

PROGRAM : CRIMINAL MINDS
 ORD COM1 : SPOTS N/A DUE TO RATE. MG OFFER 2 SPOTS IN 7-9A NEWS. NOT PRE-BOOKED
 ORD COM2 : PLS APPROVE.
 PART OF A MAKEGOOD MADE UP OF LINES 69-70

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 11.37
 *** KVVU-TV ***
 REP HEADLINE# 6368348 TRF# 498598
 \$\$\$ MOD# 5: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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71	A		1200M-100A	30		\$350.00	11/4	11/4	1		SUN	1
PROGRAM : CSI: MIAMI ORD COM1: SPOT N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR NOV4 ON LINE-70 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS: M8 OK'D BUY#70 MISSED: SUN/1100P-1200M NOV4 30S \$350.00 (NOV1/12) OFFER: SUN/1200M-100A NOV4 30S \$350.00 PLS ADVISE. CMT: SPOT N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												

NOV/12 46220.00 CONTRACT TOTAL 46220.00
 TOTAL SPOTS 65

MARKET TOTALS \$420,181 KVVU 11% KSNV 33% KLAS 33% KTNV 11% KVMY 8% KVCW 1% CABL 0%
 KTUD 3%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE